



Salt River Pima-Maricopa Indian Community
ZONING ORDINANCE AND DESIGN GUIDELINES UPDATE
Commercial Areas Only

Community Outreach and Workshop Results



Community Development Department
Planning Services Division



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January 26, 2010

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Executive Summary

The Zoning Ordinance and Design Update project is a comprehensive update of the Zoning Code, adopted in 1982, and the Design Guidelines, adopted in 1994. These codes need to be updated so that they can help implement the goals and policies in the General Plan that the Community adopted in 2006. The Planning Service Division of the Community Development Department is undertaking this much needed project in-house in order to develop a code that is more responsive to the particular needs of the Community.

The update project was divided into two phases in order to ensure the timeliest and expeditious completion of the more critical commercial portion of the Zoning Code and related Design Guidelines primarily within the Mixed Use Commercial area. The second phase will address the residential areas.

This report presents the results of the Community outreach effort made to obtain input from the Community members at large, landowners, other stakeholders, Community departments and Community enterprises.

As part of the process Community members were invited to participate in interactive workshops in which they discussed and provided input on land uses and design in the mixed-use commercial areas designated in the General Plan.

This area was broken down into sub-areas both to facilitate discussion and in recognition that parts of the area have different characteristics and development patterns.

Generally, participants did feel that there were differences between sub-areas in the mixed-use commercial area and that the zoning code and design standards and guidelines should address these more individually than they are in the current Zoning Code and Design Guidelines. In particular, they felt:

- The areas around both casinos should be developed with uses that enhance and capitalize upon them.
- The area north of the Arizona Canal should be developed with more entertainment uses, visitor accommodations and retail.
- The Pima Road area was seen as providing a diversity of retail and services that would help meet regional and the Community needs more conveniently.
- The McDowell Road corridor is a good area for uses that mostly serve Community members.
- The area south of McKellips was addressed in three parts. The eastern portion would be a good location for an industrial / business park. The western portion, with good exposure to the freeway and the Casino Arizona, would be a good location for retail, tourist accommodations and entertainment. Creating an open space linear park for the use of Community members was suggested as the best restoration plan for the river once mining was completed.
- The Southwest Area (Section 12) should be high-end retail, entertainment and office uses.

When asked whether uses that are incompatible with other uses in the various areas described above should be allowed in those areas and if so, under what circumstances. The answers were (1) to either allow them; (2) to allow them with specific conditions that would make them compatible with the other uses; (3) discourage them; or (4) simply not allow them in that location. Most participants said “allow them with specific conditions”.

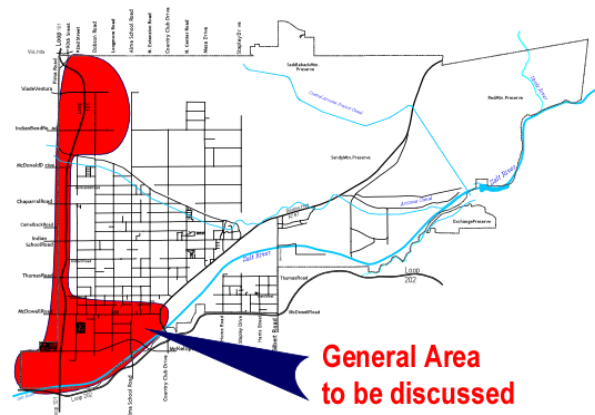
The participants supported sustainable design concepts. They felt design should reflect Community culture and differentiated from that in surrounding cities. The creation of “Character Areas” was discussed as a way to implement the concepts expressed by the Community in this outreach effort.

The goal of this outreach effort was to obtain general input from as broad a spectrum of the Community as possible rather than generating statistically significant survey results that could be scientifically tabulated.

Introduction

Background: The Zoning Ordinance and Design Update (ZODU) project is a comprehensive update to the Community's Zoning Ordinance and Design Standards. These documents are tools the Community can use to implement the goals and objectives of the 2006 General Plan. They guide the type and intensity of land uses, the appearance and climatic, environmental, and cultural responses of buildings, and the design and development of sites in the Community.

The first phase of this project focused on the commercial and non-residential areas of the Community within the general area shown on the adjacent map.



Outreach Process: The project began with the creation of a process through which Community members and stakeholders could provide input. In designing this process, consideration was given to the observation that within the commercial area there seem to be several smaller areas, which have different characteristics offering different development opportunities. Also, these smaller areas seemed to be developing in different ways suggesting patterns of related and compatible land uses. To test these observations, we asked participants to consider the various parts of the commercial area individually. In addition, from the General Plan and knowledge of the Community it was clear that the Community valued sustainable development and desired development that expressed and was consistent with their culture. Part of the outreach process was designed to obtain input on sustainable development and on how new development can reflect the Pima and Maricopa (O'odham and Piipaash) cultures

To obtain as much participation as we could, the outreach effort included several approaches:

1. Presentations at meetings of established Community groups including the Salt River and Lehi Seniors and the Youth Council;
2. Creating and/or meeting with special interest focus groups including landowners, developers, high school students, Salt River Business Owners Association, and individuals familiar with the Community's history and culture;
3. Holding meetings with key members of other Community Government departments and divisions; and Tribal Enterprises, including Engineering and Construction Services (ECS), and the Economic Development Division (EDD), Environmental Protection and Natural Resources (EPNR), and with Tribal Enterprises including Salt River Development Corporation (DEVCO), Casino AZ, Salt River Materials Group (SRMG)
4. Conducting three interactive workshops open to all Community members in which they
 - discussed the strengths, weaknesses, opportunities, and trends (SWOT analysis) of the various sub-areas within the commercial area;
 - indicated on a map where they felt the best locations for various types of land uses might be;
 - answered a questionnaire; and
 - indicated their preferences on various design elements that would be used in new developments.

5. Establishing a Stakeholders Advisory Group made up of a cross section of the Community.

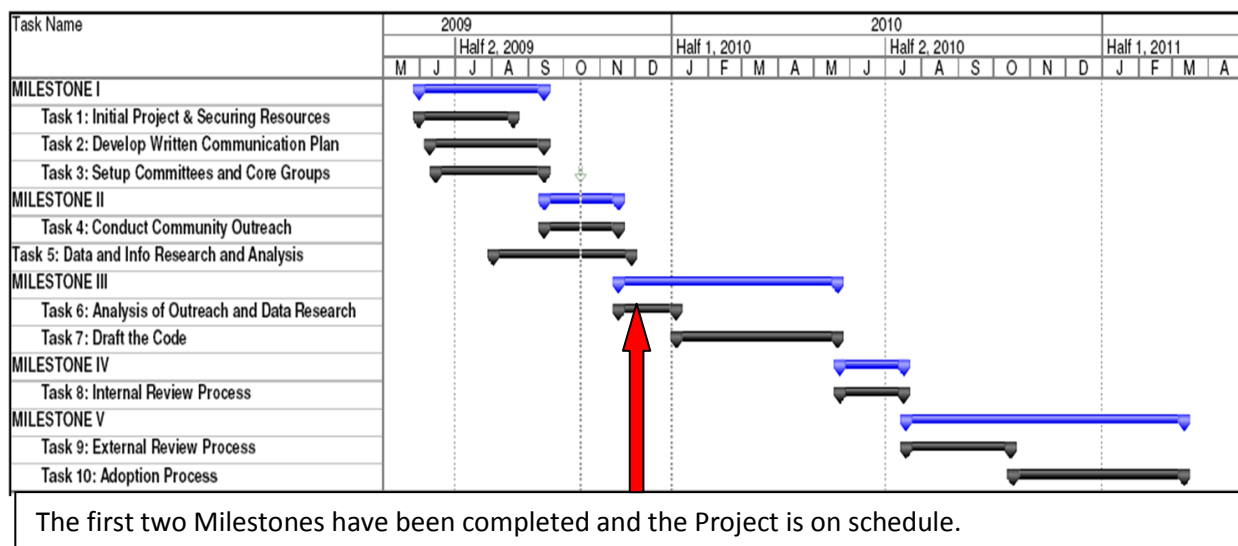


Results: This document describes input we received from the community at the workshops and various meetings. This information, plus guidance from the Stakeholder Advisory Group and the Community Council together with the goals and policies in the 2006 General Plan, will help create a comprehensively updated Zoning Code and Design Guidelines. These new regulations will facilitate economically successful development, which is enhanced by appropriate, quality design that reflects the cultural values of the Pima and Maricopa tribes and their current preferences for the physical development of the Community.

It was the goal of this outreach effort to obtain general input from the community on land uses in the non-residential area and on design concepts and we believe it succeeded in accomplishing that goal. It was not intended to generate statistically significant survey results that could be scientifically tabulated.

ZODU Project Time Table

The Zoning Ordinance and Design Update project is on target as far as the anticipated time table. The Community Development Department is well aware that time is of the essence in completing the commercial section of the code and is working diligently to complete the project on time.



Next Steps

The next step in the Zoning Code and Design Update project is to create a preliminary draft of the new code and design standards for thorough review by the stakeholders, Community departments, focus groups and the Community Council. In doing this we will pay careful attention to the input and guidance we receive and the goals and policies of the General Plan.

Summary of Outreach Results

General Observations on Land Use

The commercial and non-residential areas of the Community as defined on the General Plan were broken down into the following sub-areas, each of which was seen having particular and unique Strengths, Weaknesses, Opportunities and Trends (SWOT).

1. The area north of the Arizona Canal;
2. The Central Area (along Pima Road from the Arizona Canal to McKellips Road west of 101);
3. The McDowell Road Area;
4. The area around Casino Arizona at McKellips;
5. The McKellips Road area, between McKellips Road and the Salt River; and
6. The Southwest Area (Section 12).

The following provides a general summary of the input we received from the Community through the various workshops and meetings. It reflects input from:

- 53 people who attended workshops,
- 16 people who attended focus group meetings,
- approximately 65 seniors attended presentations,
- one-on-one interviews with knowledgeable Community members,
- 10 meetings with staff of other departments,
- 36 landowners who attended a special meeting,
- 25 high school students who participated in a workshop,
- 14 Steering Advisory Group members,
- 84 questionnaires filled out by participants at the various workshops and Community meetings.

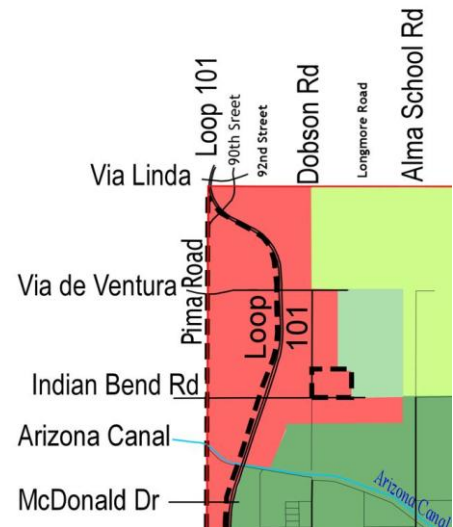
Detailed results are provided later in this report.

The Area North of the Arizona Canal

Participants frequently referred to the area north of the Arizona Canal as the “Entertainment Area” recognizing the current trend of existing and proposed uses as entertainment attractions and tourist accommodations.

Most felt that:

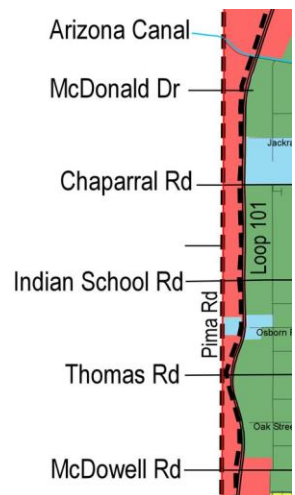
- The trend towards entertainment type development should be enhanced by future land uses in the area, particularly around the Casino.
- Uses such as retail, entertainment, restaurants, hotels, etc. should be encouraged.
- A local circulator transit system as a way to link together the various destinations in the area was desirable.
- Outdoor plazas and parks should be incorporated into developments.
- The area should incorporate elements that allow the visitors to experience and appreciate the history and culture of the Community.
- The Community should be buffered from the traffic impacts of the commercial development.
- Uses such as industrial and warehousing that do not add to or detract from this entertainment character should be discouraged or allowed only with specific conditions.



The Central Area (west of Pima Road)

This area includes land on the east side of Pima Road between the Arizona Canal and McKellips Road west of the Pima Freeway. Participants felt that:

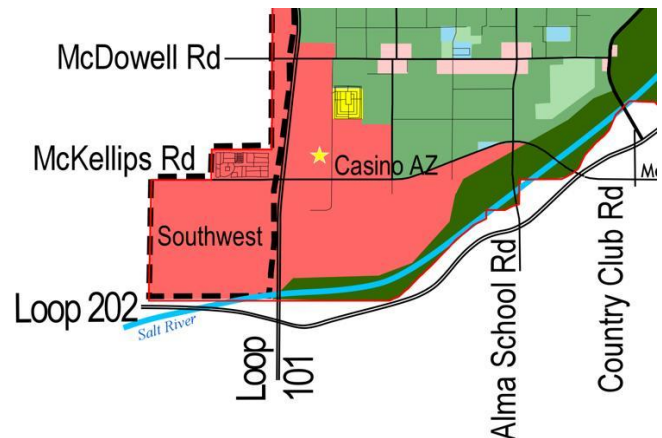
- This area provides excellent exposure to the traffic on the Pima Freeway and to the cross traffic from the freeway to Scottsdale on the six east-west arterial roads.
- Appropriate businesses included those that can capitalize on traffic exposure and/or provide convenient access to goods and services for the Community such as a grocery store, retail and various service businesses.
- The permitted 80-foot building height and floor area ratio of .45 make this area desirable for business development.
- Auto sales were a desired use while others did not.
- The area is under served by mass transit and having a better connection between the reservation and the surrounding Community was desired and needed service.
- A means to better distinguish this area from Scottsdale was desired (currently there are only a few small signs mounted below on speed limit signs indicating that the area is part of the Community).
- Uses that are not desired included heavy or light industrial.



McDowell Road

The McDowell Road Area runs along McDowell between the Pima Freeway and the Beeline Highway. Participants felt generally that:

- This area is appropriate for uses that primarily served the Community members more directly such as small retail shops, farmers markets, grocery store, and restaurants.
- Industrial and liquor sales were undesirable uses in this area.



Casino Arizona at McKellips Area

Participants felt that the area within ¼ mile of Casino Arizona and west to the Pima Freeway:

- Should be developed with businesses that capitalize on the casino and enhance it through uses including entertainment, hotel, small retail shops, grocery store, plazas for outdoor shopping, entertainment and a cultural events center.
- The casino managers felt this casino served more of a “club” market rather than the resort market anticipated in Talking Stick Resort Casino. Adjacent uses could cater to this “club” market.
- Should include good pedestrian connections between uses and outdoor spaces.
- Should be linked by local transit to the Talking Stick Resort and Casino and other attractions.
- The area is underserved by mass transit and a link to surrounding communities, which makes it difficult for some people to get to the Casino including Casino employees.
- Development and impacts should be buffered from the surrounding residential areas.
- Industrial development and general offices were not desired in this area.

McKellips Road & South to Salt River

Participants felt the McKellips area south to the river actually had three different sub areas. Some felt the following applied to these sub areas:

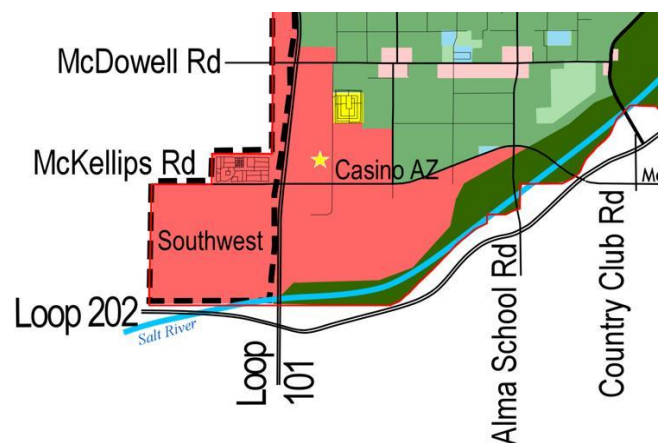
- The southeast corner area near the intersection of McKellips and the Pima Freeway has good exposure to both the Pima and Red Mountain Freeways and some felt it offers a good opportunity for retail, office and tourist accommodations. Some felt it was equal to Section 12.
- The southeast area is currently under active mining and material processing. Most participants felt that, once the minerals have been extracted, the Salt River area should be restored as open space including a natural linear park for exclusive use by Community members.

- The area between the river and McKellips outside the flood plain should be redeveloped for clean industries following the current industrial character.
- The Salt River Materials representatives also felt there was a need for industrial uses even beyond the mining operation. Industrial and appropriate commercial uses were seen as providing employment opportunities in manufacturing and light industries.
- Some participants warned of not becoming the location for uses that would not be permitted in other communities.
- A power line corridor transects the southwest corner to the area near Alma School and McKellips Roads. This unique feature does create a constraint for certain development opportunities.

Southwest Corner

The southwest corner of the Community, sometimes referred to as Section 12, is a square-mile in area.

- Some participants felt that this area has excellent exposure to both the Red Mountain and the Pima Freeways and felt it offered an exceptional development opportunity because of its size, and its proximity to two freeways, Arizona State University, Tempe and Scottsdale. Some noted that comparable locations on the south side of the Red Mountain Freeway have been developed as regional commercial shopping centers (Tempe Marketplace and Mesa Riverview Mall).
- Some participants saw this area as a high end mixed use area including entertainment, restaurants, hotels, and large retail stores.
- Most participants did not think the buildings in this area should exceed the currently permitted 80-foot height limit.
- Participants stated industrial, industrial/office flex and manufacturing uses should not be developed in this area.
- It was suggested that a cooperative effort between Community government, developers and all landowners in the preparation of a master plan for development of the land uses, open space, access, roads and design standards could help get the highest and best use in this area.



Zoning Strategy

Currently there is little differentiation in design standards between the various areas or for different land uses. The General Plan is very broad in its definition of mixed use commercial and the current Zoning Code would permit nearly any use anywhere within the mixed-use commercial area. With this combination there exists the possibility for incompatible land uses to be located adjacent to one another to the detriment of both. In addition “one size fits all” design standards can result in requirements deemed inadequate for one use and excessive for another.

Use of “Character Areas”

The concept of different “Character Areas” was presented to workshop participants and during meetings with the various stakeholder groups.

“Character Areas” use zoning to facilitate the highest and best uses for an area and design standards to help support those uses with the appropriate amenities and features for that particular area. Participants found that the “Commercial Mixed Use” area designated in the General Plan encompasses sub-areas that have different characteristics and different types of existing and proposed uses. They felt that some areas were better locations for particular types of uses and may be less appropriate for others. Participants felt that using “Character Areas” was an appropriate way to address these differences and supported the supported this concept.

Guiding Land Uses

We asked participants about the possibility of incompatible uses (for example, industrial uses within the area north of the Arizona Canal) and how they would address these uses while keeping in mind that the land is allotted to individuals. The response was primarily to “allow the uses with specific conditions” followed by “not allowing the incompatible use” and “discouraging the incompatible use”.

Character Areas

- **Consists of compatible and mutually supportive land uses**
- **Include design standards that provide aspirate amenities and features.**
- **Can be implemented though zoning or a combination of zoning and overlay districts.**

Specific Land Uses within the Commercial Corridor

In the mapping exercise workshop participants placed land use tags labeled with the uses listed below in an area that indicated that they would allow the selected uses to be developed anywhere within the Mixed Use Commercial areas as defined in the General Plan:

- Technology Campus affiliated with a University
- Hospital or major Medical Center
- Amusement Park
- Condominiums or apartment units above commercial buildings for Community members only.

In the same mapping exercise some outreach participants placed tags in an area that indicated that they would **not** allow the following uses to be developed anywhere within the Mixed use Commercial areas:

- Auto Mall and/or Dealerships.
- Timeshare or Vacation Rentals
- Self-storage facilities
- Heavy Industrial uses
- Biological Research facilities for cloning, animal research stem cell or drug research.

On the questionnaire, 33 respondents did not want to allow Recreational Vehicle Parks and 12 would allow them. When asked if that they would allow a high quality RV park 26 said “yes” and 20 said “no”.

Cultural Design and Visual Preferences

Participants generally felt that cultural values, traditions and customs should be reflected in the design and in some cases the use within parts of future developments. This feeling was expressed in verbal comments, comments written on the questionnaire and through the cultural design visual preference portion of the workshop. Several respondents said that color should be used to reflect cultural values as well as natural materials and culturally significant motifs, patterns, shapes and designs. Several people expressed concern about the inappropriate use of Tribal symbols such as the Man-in-the Maze and certain numbers, animals and family basket designs. In addition, some individuals mentioned the importance of Akimel designs to tell a story and following the meaning of Him’dag.

In the visual preference portion of the workshop, respondents felt it is very important to include shading, open spaces and useable outdoor spaces in the design of future buildings. Participants also felt that it is important to control the size and number of signs in commercial areas. In addition, they felt that it is important to maintain the dark skies by regulating lighting in commercial areas and to include public art in the design.

The Memorial Hall received the highest rate of approval when asked if it represented a “good use of materials, colors and patterns”. Most people preferred informal arrangements of native and arid trees and shrubs. They also preferred a maintenance approach that allowed plants to grow naturally with minimal pruning instead of frequent and extensive pruning.

Community Workshop Activities

Three workshops were held for all Community members. These workshops were specifically designed to engage the participation of community members so they could express their opinions on land use and design of development in the commercial and non-residential areas. The workshop started out with a PowerPoint presentation providing background information about the General Plan, the Zoning Ordinance and Design Standards and existing and proposed development in the commercial and non-residential areas.

SWOT Analysis. Next, the attendees were broken into small groups where they participated in an analysis of the Strengths, Weaknesses, Opportunities and Trends of various areas within the commercial and non-residential areas of the Community. To facilitate discussion, the study area was broken down into the following sub-areas:

1. North of the Arizona Canal;
2. Central (Pima Road from the Arizona Canal to McKellips);
3. McDowell Road;
4. Casino Arizona (land around the existing Casino Arizona);
5. McKellips Road (land between McKellips Road and the Salt River);
6. Southwest Area (Section 12).

Questionnaire. During the discussion the participants were asked to fill out a questionnaire (see appendix).

Mapping: Then the participants placed tags of various types of land uses (see appendix), including those they made up themselves, on a map of the commercial and non-residential areas. This allowed the participants to consider various uses and the best locations for them.

ZODU Salt River Pima-Maricopa Indian Community
ZONING ORDINANCE AND DESIGN GUIDELINES UPDATE
Commercial Areas Only

You are invited to attend a Community Workshop!

All Community members are invited to attend a Workshop on the Zoning Ordinance and Design Update project. Community members are encouraged to attend any one of the three Workshops that are scheduled on:

- Tuesday, November 3 from 5:30 to 7:30 PM at Salt River Community Center
- Thursday, November 12 from 5:30 to 7:30 PM at Lehi Community Center
- Saturday, November 14 from 3:30 to 6:00 PM at Friendship Park

*Dinner and Refreshments Will Be Served
 Door Prizes and Freebies
 Activities for Children*

This project will affect everyone in the community in some way, so your participation is important.

The Community Development Department wants to hear:

- How you would like to see the commercial areas developed;
- How new development in the commercial areas should look;
- If there are businesses you would like to see developed or if there are businesses that would better serve your needs;
- What you like or don't like about the existing commercial developments;
- How new commercial development can better reflect the Pima and Maricopa Cultures?

COME TO A WORKSHOP AND LET US KNOW YOUR THOUGHTS ON THESE AND OTHER RELATED TOPICS.

For additional information contact Rick McAllister Community Development Department
 email-Richard.McAllister@SRPMIC-nsn.gov phone - 480.362.7655
 Check our web site at www.srpmic-nsn.gov/economiczodu

Flyer used to advertise workshops



Participants in land use mapping exercise

Questionnaire and Mapping Results

The responses to the questionnaire and the results of the Mapping Exercise for each of the six areas mentioned above are provided in the following sections.

AREA NORTH OF THE ARIZONA CANAL

What kind of uses would you like to see in this area?

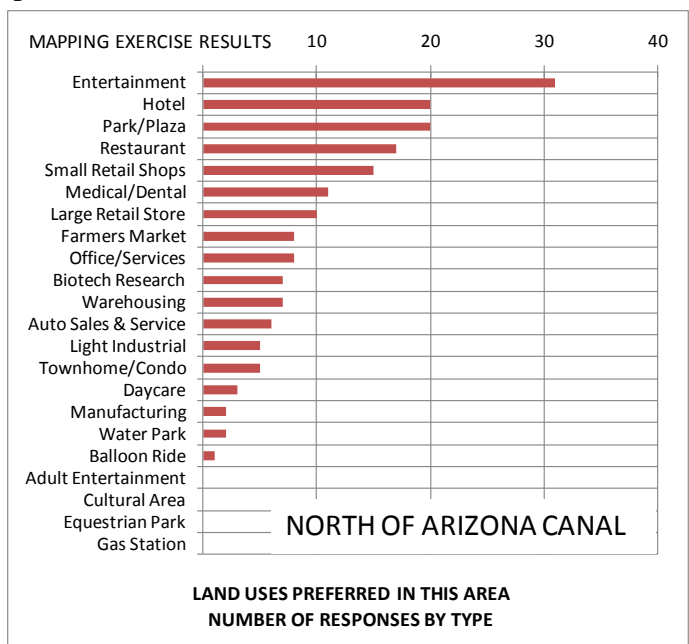
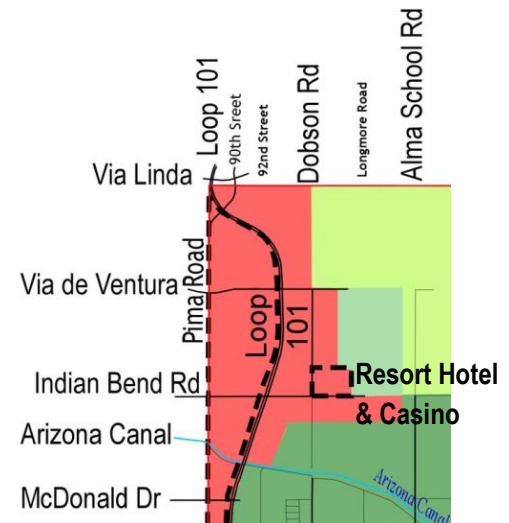
The following is a list of the responses (89 total responses) received with the number of responses shown in parentheses:

(13) Retail, (10) Entertainment, (7) Restaurant, (5) Hotel, (5) Parks and Plazas, (3) Amusement Park, (3) Businesses to grow, (3) Water Park, (2) Medical complex, (2) Office, (2) Riding Stable, (2) Car lots, (2) Farmers & Artist Market, (2) Nightclub, (2) Shopping Mall.

(1 each): Casino, Clothing shops, Commercial to enhance the Casino – think of what money level the customers are at the Casino, Costco, Culturally related arts and crafts for Community members only, Dance Studio, Dialysis Treatment Center, Fitness center, Gas Station, Golf Course, High density housing, Office buildings, Light industrial, Like Santan village, Maintain open space, Manufacturing, Movie Theater, Music, Only “Green Build”, Open spaces, Outdoor Entertainment, Parking, Preservation of open wilderness – not more development outside of red zone, Residential, Resorts, Same as is but more, Townhouse, Uses that would benefit the Community and be a buffer from encroachment from Scottsdale style of development, Walking, West world type facility with multi-uses.

Results of the Land Use Mapping Exercise for North Area:

The preferred land uses for this area chosen by the most participants was entertainment followed by hotel, park/plaza, restaurant, small retail shops and large retail shops. The chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 178 land use tags in this area.



Are there uses you would not like to see developed in this area?

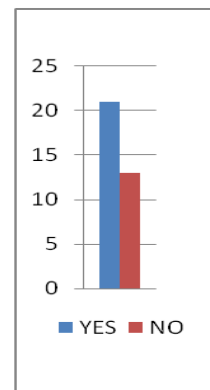
Twenty-one participants responded “yes” and 13 participants responded “no”.

If so, what are they?

The following is a list of the responses (39 responses total) received with the number of responses shown in parentheses:

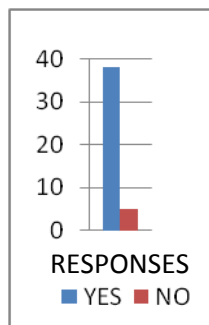
(9) Industrial, (4) Warehousing, (3) Heavy industrial, (3) Strip Club,
(2) Car dealerships, (2) Nightclubs except around casino,

(1) each: Anything that detracts from entertainment theme, APS office, Areas beyond the red do not develop but leave open and zoned conservation, Arena, Bars, Biotech, Daycare, Flex Buildings, Garages, Housing - due to vandals, Junk Car Lots, Manufacturing, No glass boxes and chrome style buildings, No more hotels than what is planned at this time, No more office business complexes needed in this area, Parks, Porno Shop, Sports Bar, Strip Mall, Uses that are not eco-friendly or not environmentally sound.



RESPONSES

Would you like to see future development within ¼ mile of the Casino enhance/complement Casino activities?



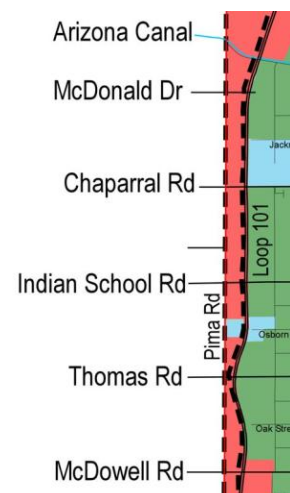
Thirty-eight participants felt development near the casino should enhance or complement the casino activities and four did not. Some respondents identified specific types of uses they would like to see developed within ¼ mile of the Casino. Their responses were: Entertainment Venue, Sports, High end retail shops, Vital uses that mesh with casino.

CENTRAL AREA (west of Pima Road)

What kind of uses would you like to see in the Central area?

The following is a list of the responses (72 responses total) received with the number of responses shown in parentheses:

(9) Retail, (6) Restaurant, (5) Bank, (4) Gas Station, (4) Park, Plaza, (3) Fast food, (3) Grocery Store, (3) Health clinic, (3) Mixed use Commercial, (3) Offices, (3) 24-hour pharmacy, (2) Car dealerships, (2) Farmers Market, (2) Hotels, (2) Homes/Condos, (2) Post office, (2) Large retail



stores, (2) Medical/dental, (2) Services for O’odam Community members, keeping in mind we are the priority. We are the ones living here.

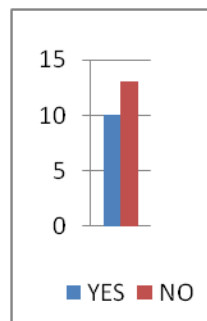
(1) each: Amphitheater, ASU partnership, Bike Trails, Community owned business, Dovetail with Scottsdale development for McDowell Road, Electronic store, Entertainment Fitness Center, Golf Course, Jewelry Store, Light office, Medium density housing, Service providers for professional offices, Shopping center or two, Small retail that would be used by Community businesses, Specialty shopping places, Starbucks, Support commercial to the Casinos, UPS, Warehouse, 24-hour Towing.

Results of the Land Use Mapping Exercise for Central Area:

The land use chosen by the most participants was farmers market, followed by restaurants, auto sales and services, small retail shops, office/services, medical/dental, large retail stores and hotels. The chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 139 land use tags in this area.

Are there uses you would not like to see in this area?

Thirteen participants responded “no” and ten participants responded “yes”.

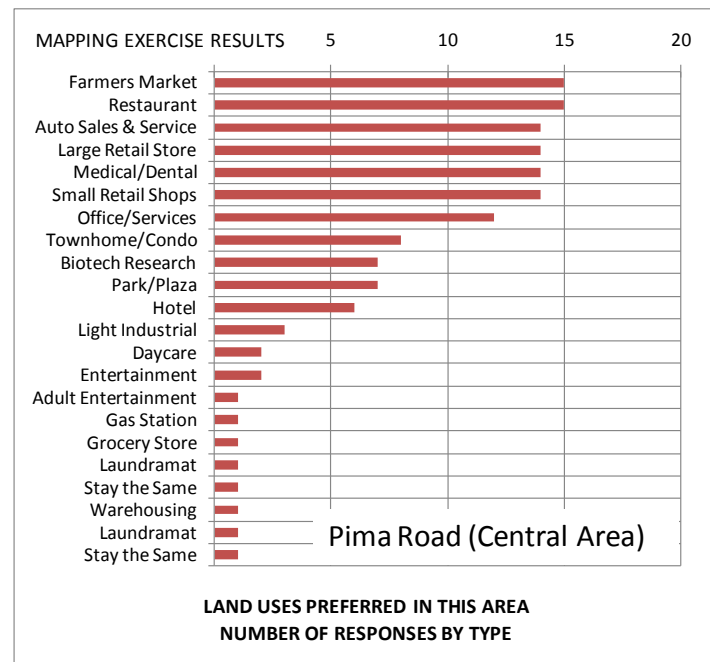


If so, what are they?

The following is a list of the responses (22 responses total) received with the number of responses shown in parentheses:

(4) Heavy industrial, (2) Office space, (2) Industrial.

(1) each: Agriculture, Apartments, Chemical storage in large quantity, Factory type or industry type buildings that obscure view, Flex office, Light industry, More developments, Not sure, maybe no auto dealership type businesses, Parking Area, Strip malls, endless, continuous development of shopping malls, warehouse & biotech.

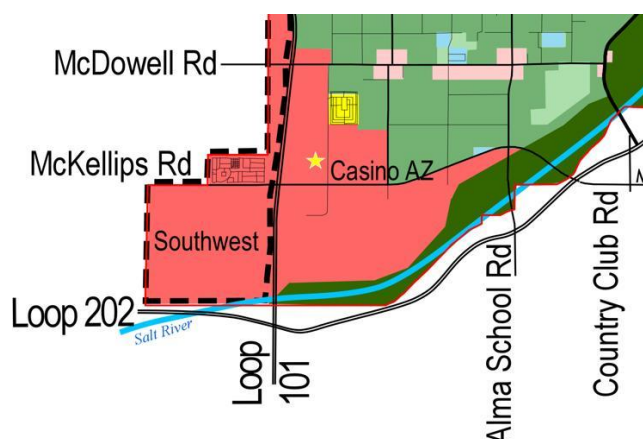


MCDOWELL ROAD

What kind of uses would you like to see in the McDowell Road area?

The following is a list of the responses (70 responses total) received with the number of responses shown in parentheses:

(7) Hotel, (7) Restaurant, (6) Shopping center, services for community members, (5) Retail stores, (4) Grocery Store, (3) Entertainment, (3) Gas station, (3) Nothing, (3) Community-owned businesses only, (3) Warehouse, (2) Convenience Store (2) Mixed use, (2) Light office, (2) Park. (1) each: Car sales, Car Wash, Farmers market, Condos, Food stand, Hotel, Light governmental area, More commercial use along McDowell Rd. east of 101 – as originally planned, More plants by walkway, plants are ok, Multipurpose building, Native craft business, Not a strong corridor for business, Office buildings, Outlets, School, Six lane street (ok)

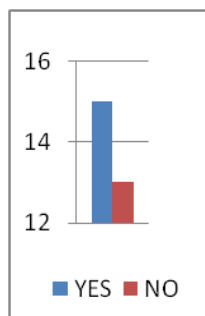


Results of the Land Use Mapping Exercise for McDowell Road:

The land use chosen by the most participants was small retail shops, followed by farmers market, restaurants, park/plaza and office/services. The chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 57 land use tags in this area.

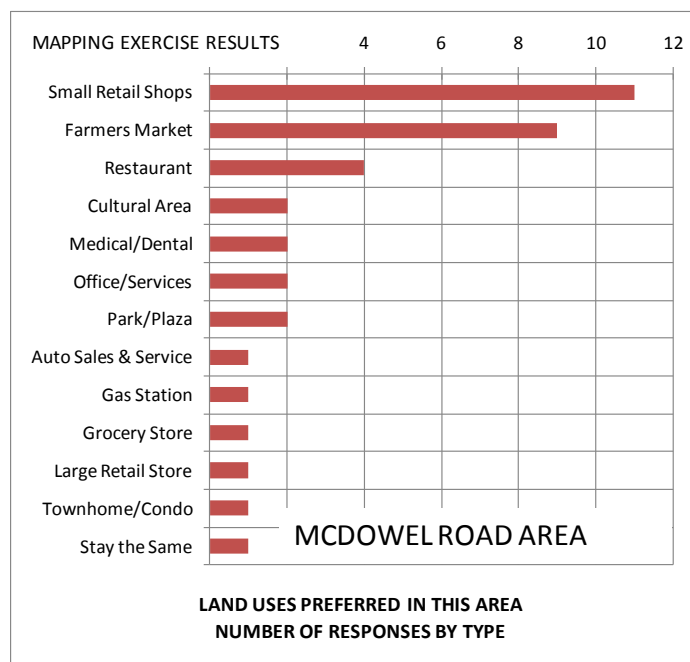
Are there uses you would not like to see in this area?

Fifteen participants responded “yes” and 13 participants responded “no”.



If so, what are they?

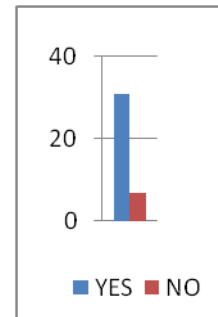
The following is a list of the responses received with the number of responses shown in parentheses: 10 responses total
(6) Industrial, (2) Liquor sales, (1) each: Buildings, Businesses, Factory, Land use unless tribal land, Major businesses, Mining, Nothing, Offices, Sewer.



CASINO ARIZONA AREA

Would you like to see future development within ¼ mile of the Casino enhance/complement the Casino activities?

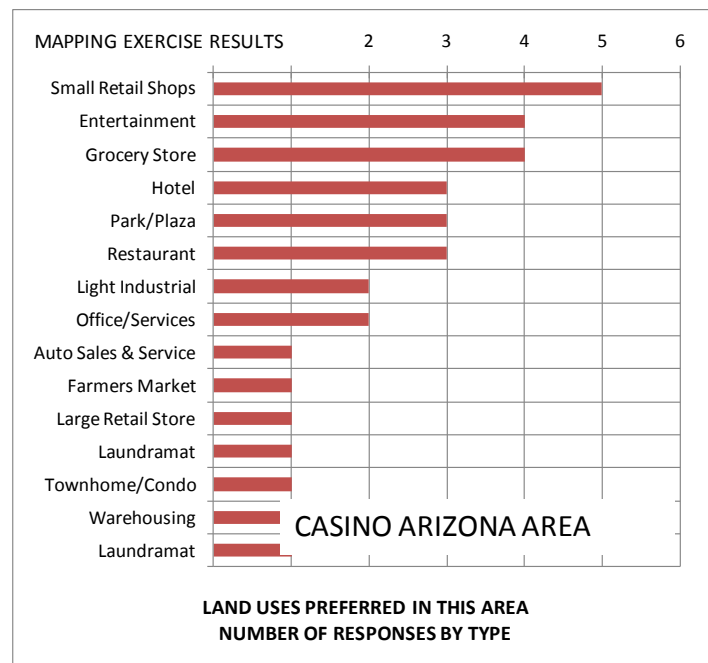
Thirty respondents felt that future development around the Casino should enhance and complement the casino activities.



What kind of uses should be developed in the area around the Casino Arizona?

The following is a list of the responses (76 responses total) received with the number of responses shown in parentheses:

(14) Hotel, (11) Shopping (7) Restaurant, (5) Business for non-gamblers (4) Entertainment, (3) Recreation areas – youth, (3) Gas Station (2) Clothing store, (2) Office buildings, (2) Amphitheater, (1) each: Amusement Park, Ball fields, Car Dealer, Coliseum, Dental/Vision care Optical Warehouse, Plaza, Uses that take advantage of high visibility, Good tax revenues, Maximize return on capital investments, Painting, Plant greenery plants, Paw wows, RV Park, light office, Small business and community owners only, light industry, Gas Station, Outlet mall, Tall buildings. Taxi service, Water Park, Development needs to be mind full of the residents and land owners within an area for it is their land handed down through generations and on.

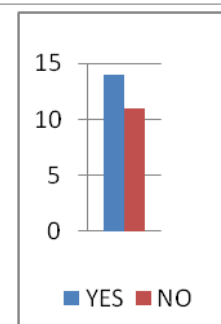


Results of the Land Use Mapping Exercise:

The land use chosen by the most participants was small retail shops, entertainment, grocery store, park/plaza, office/services and light industrial. The pie chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 52 land use tags in this area.

Are there certain uses you would not like to see developed in this area?

Fourteen participants responded “yes” and 11 participants responded “no”.



If so, what are they?

The following is a list of the responses (25 responses total) received with the number of responses shown in parentheses:

(9) Industrial, (5) Heavy industrial development (4) Offices, (2) business buildings, (2) Housing, (1) each: Auto Mall, Bars, Mining.

MCKELLIPS ROAD, EAST OF THE 101 FREEWAY AND SOUTH TO THE RIVER

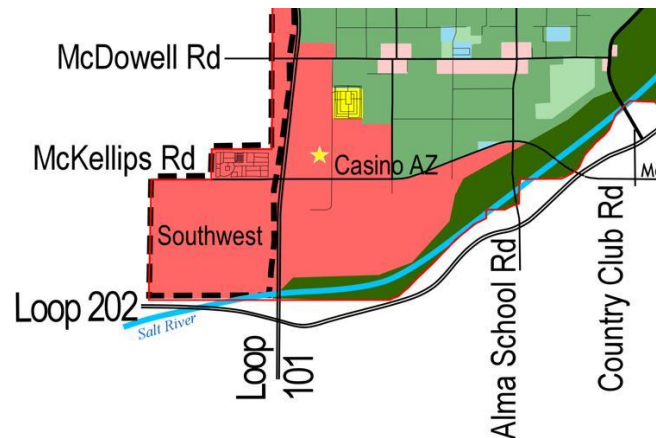
NOTE: It seemed that participants looked at this area as containing three separate areas; the area southeast of McKellips and 101 Freeway intersection; the natural resource area and the Southeast portion of the area. This explains the apparent conflicting results.

How should the area be used, developed or restored after the sand and gravel mining operation is completed?

The following is a list of the responses (50 responses total) received with the number of responses shown in parentheses:

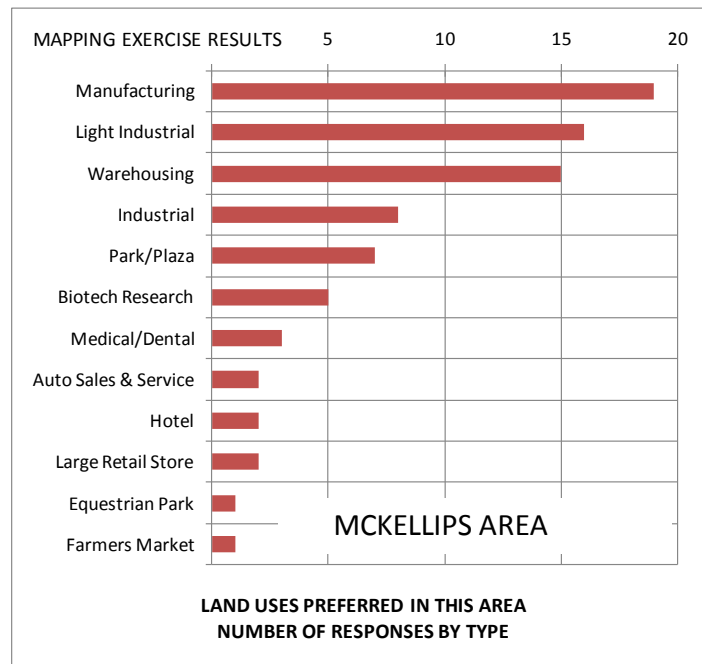
(18) Linear Park with lakes, natural landscape, (4) Light industrial, (3) Industrial, (3) Shopping, (2) Commercial, (2) Manufacturing, (1) Businesses tribal members would be able to utilize, (1) Entertainment.

(1) each: Housing for Community members, Office park, Park-and-Ride, RV Park, If along freeway developments okay. Leave it alone, Mine out the sand and gravel operations, Movie theater, Nothing, Office, Renewable energy - solar, produce electricity for Community, Small public park, Start now crafting quarries for future uses, Warehousing, Water activities.

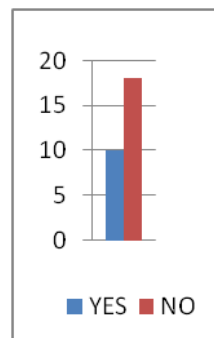


Results of the Land Use Mapping Exercise:

The land use chosen by the most participants was manufacturing, followed by light industrial, warehousing and park/plaza. The pie chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 81 land use tags in this area.



Are there uses you would not like to see developed in this area?



Seventeen participants responded “no” and ten responded “yes”.

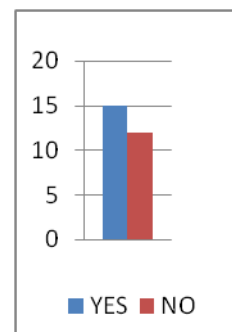
If so, what are they?

The following is a list of the responses (20 responses total) received with the number of responses shown in parentheses:

(6) Industrial, warehouse, (2) Landfills. (1) Industrial may be okay if behind other uses, (1) each: Corporation offices, high end businesses, Chemical plants, Gas stations, Stores, Offices, Residential, strip clubs, things that detract from this area. Be cautious of cultural sites. Water dams.

Currently, the area is zoned mostly for Industrial uses. Should there be a continued emphasis on industrial uses in this area?

Fifteen participants responded “yes” and 11 responded “no”.



SOUTHWEST CORNER OF COMMUNITY (McKellips Road west of the 101Freeway)

What kind of uses should be developed in the Southwest corner of the Community?

The following is a list of the responses received (73 responses total) with the number of responses shown in parentheses:

(7) Entertainment purposes and venues such as theme parks, restaurants, also restoration of river and riverbed. Possible Rio Salado Lake. (6) Hotel / Visitor accommodations, (5) Business park, (4) Small Retail, (3) Large Retail, (2) Commercial uses, (2) Historical facility, (2) Light industry, (2) Restaurants, (2) Park/Plaza, (1) Amusement park (2) Tall buildings, (1) Auto facilities i.e. auto zones.

(1) each: Brake shop, Biotech, Bus service, Environmental Building, Living areas, Gas Station, Offices, Plazas, Raceway, Renovate Scottsdale 6, RV Park, Shopping Mall, Skate parks, Theme Park, warehouse. Water Features, If river restoration continues commercial development could thrive.

Results of the Land Use Mapping Exercise:

The land use chosen by the most participants was restaurant, followed by hotels, large retail store, entertainment, park/plaza and auto sales and services. The pie chart below indicates the responses received in the mapping exercise for different land uses. Participants placed 83 land use tags in this area.

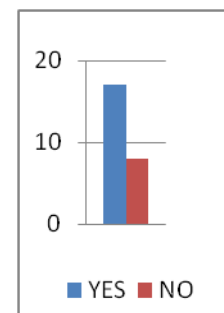
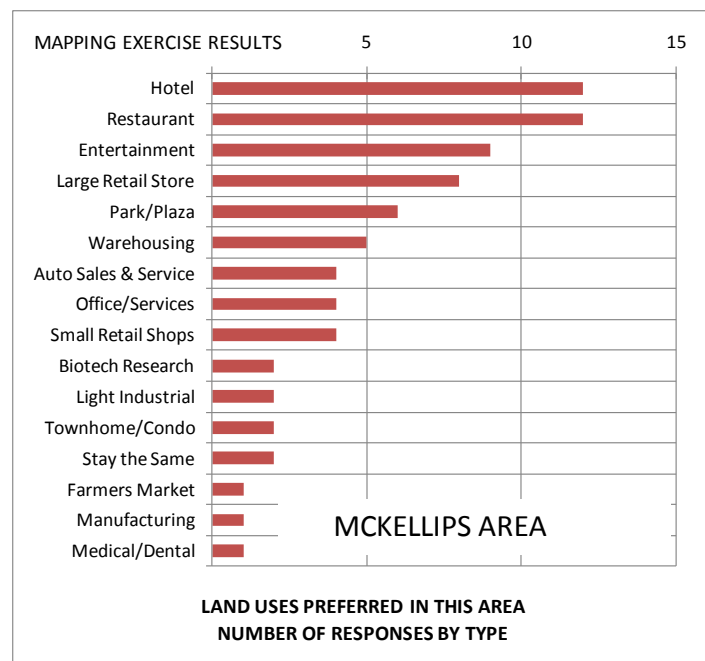
Are there uses you would not like to see in this area?

Seventeen Participants responded “yes” and eight responded “no”.

If so, what are they?

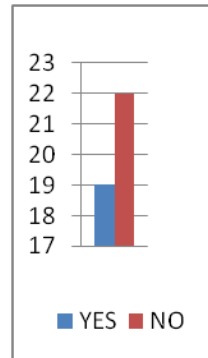
The following is a list of the responses received (15 responses total) with the number of responses shown in parentheses:

(6) Industrial, Flex Buildings, Garage, (2) Gas stations. (1) each: Auto Mall, Big Box Stores, Liquor store, Motels or hotels, mining, Warehouse.



Should buildings in this area be allowed to be more than six stories (over 80') and with more intensity (similar to Tempe across the Salt River)?

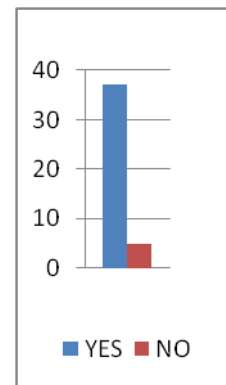
Twenty-two participants responded “no” and 19 responded “yes”.



ZONING STRATEGY:

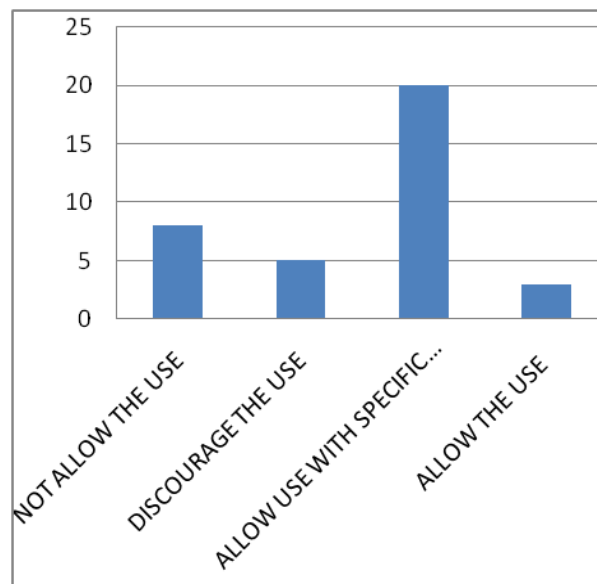
Is it appropriate to revise the Ordinance to encourage similar types of uses in specified locations to create “Character Areas”?

Thirty-five participants responded “yes” and four responded “no”.



If so, how would you regulate incompatible uses within the “Character Areas”?

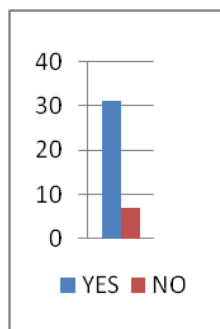
Twenty participants responded “allow the uses with specific conditions”, seven responded “not to allow the use”, five responded “discourage the use”, and three responded “allow the use”.



DESIGN

Is it appropriate to revise the ordinance to encourage similar designs and appearances within a specific character area?

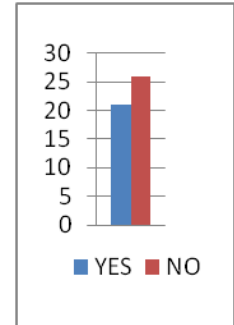
Thirty-one participants responded “yes” and five responded “no”.



THE FOLLOWING QUESTIONS RELATE TO CERTAIN USES IN THE COMMERCIAL CORRIDOR:

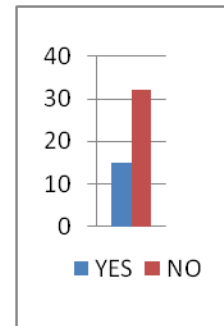
1. Would you allow Auto Malls and/or Dealerships?

Twenty-six participants responded “yes” and 21 responded “no”.



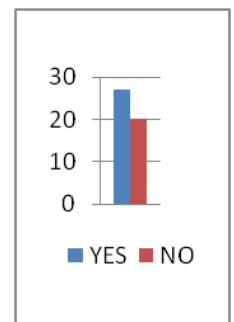
2. Would you allow Recreational Vehicle (RV) parks?

Thirty-one participants responded “no” and 12 responded “yes”.



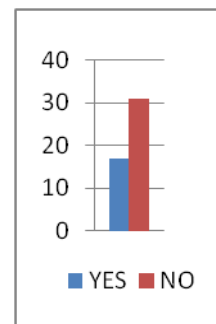
3. What if the RV parks were “high quality” (better aesthetics, landscaping and development standards) would you allow them?

Twenty-seven participants responded “yes” and 20 responded “no”.



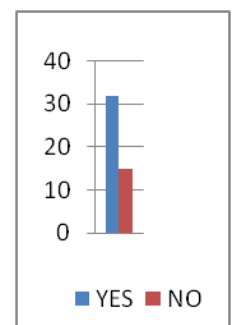
4. Would you allow Timeshare or Vacation Rental residential units?

Thirty participants responded “no” and 16 responded “yes”.



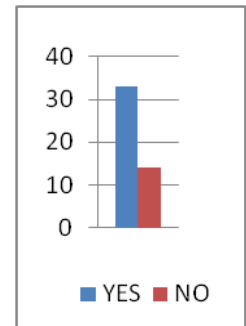
5. Do you like the idea of a Technology Campus affiliated with a University?

Thirty-one participants responded “yes” and 12 responded “no”.



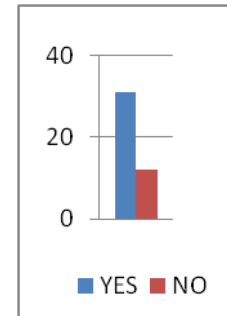
6. Would you allow a private Hospital or major Medical Center?

Thirty-two participants responded “yes” and 12 responded “no”.



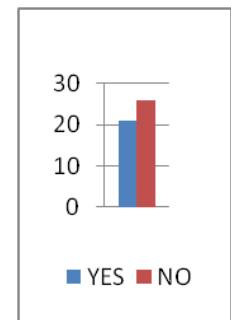
7. Would you allow an Amusement Park and/or Amusement Rides?

Thirty participants responded “yes” and 10 responded “no”.



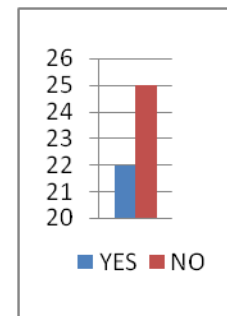
8. Would you allow self-storage facilities?

Twenty-five participants responded “no” and 20 responded “yes”.



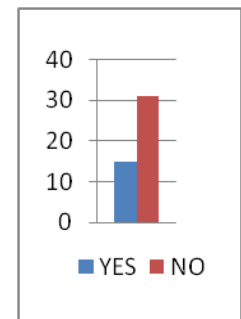
9. Would you allow heavy industrial uses (manufacturing, processing)?

Twenty-five participants responded “no” and 22 responded “yes”.



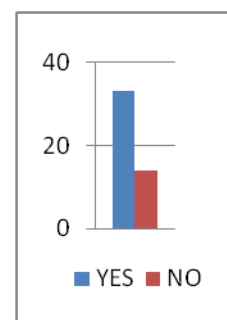
10. Would you allow Biological Research facilities (for cloning, animal research, stem cell, drug research)?

Thirty participants responded “no” and 12 responded “yes”.



11. Would you allow condos or apartment units above commercial buildings, only for the community members?

Thirty-three participants responded “yes” and 12 responded “no”.



Any other comments?

1. Don't develop out the people (tribal). Just remember that population is growing and the land remains the same.
2. Need to look ahead we need to bring in a new design
3. Important to exercise control to maximize the success of each use
4. Great workshop! Staff were very informative and helpful
5. While design control is needed, it can't be to the point of a corridor full of identical buildings
6. Developers should not have input into Ordinances and design guidelines
7. Developers should pay for multiple review of designs (allow two then charge)
8. Developers should pay for land owners meetings (employee time food rent of space, etc.
9. Developer should pay for any revision made to zoning permit as this starts process all over and cost the community money not developers
10. The concept is sound for tourism.
11. Contact all stakeholders
12. Keep it simple and native plants
13. General sense is that the development to date is relatively low density. Some day the density will be much greater – more like the Tempe Town Lake area. Keep it on west side of freeway. Jack up density, F.A.R. in this area.

Rate this workshop – circle one. 5 are best: 1 2 3 4 5

AVERAGE RATING = 4.1

Cultural Design and Responses to Visual Preference Survey

Workshop participants answered questions about how various aspects of the O’odham and Piipaash cultures could be incorporated into the design of new developments. As part of this exercise participants indicated preferences about various aspects of a development including building materials, signage, landscaping, open space/plazas, shade, and lighting and various expressions of culture such as sculptures, paving patterns and color, site layout, etc.



WHICH DESIGN APPROACH DO YOU PREFER?

LANDSCAPE

Lush, tropical landscapes and turf areas?

•••••

Native and arid adapted trees and shrubs?

•••••

WHICH DESIGN APPROACH DO YOU PREFER?

Formal rows and organization of shrubs and trees?

•••••

Informal arrangement of shrubs and trees?

•••••

WHICH MAINTENANCE APPROACH DO YOU PREFER?

Plant growth controlled by frequent pruning?

•••••

Plants allowed to grow with minimal pruning?

•••••

RESPONSE TO DESERT CLIMATE

SHADE

Shade on walkways

•••••

Shade on windows

•••••

Shade at entries

•••••

HOW IMPORTANT IS IT TO INCLUDE SHADING IN THE DESIGN?

Very Important
(place voting dot here)

•••••

Somewhat Important
(place voting dot here)

•••••

Not Important
(place voting dot here)

•••••

OUTDOOR SPACES

Outdoor seating

•••••

Water features

•••••

HOW IMPORTANT IS IT TO INCLUDE OPEN SPACE AND USEABLE OUTDOOR SPACES IN THE DESIGN?

Very Important
(place voting dot here)

•••••

Somewhat Important
(place voting dot here)

•••••

Not Important
(place voting dot here)

•••••

Participants voted by placing colored dots in the boxes indicating their preferences as shown in the above photographs. The responses to the cultural design portion of the questionnaire and the visual preference survey are tabulated on the following pages.

Question: What are the most important “Cultural Values, Traditions, Customs or Preferences” that should be reflected in the design of the development?

Responses:

- Color
- Height of structures
- Motiffs – Hohokam design
- Doesn’t matter – just something nice
- The colors of buildings, Try to keep character of area and not lose it to development, look to future, excellent to incorporate culture but not to the extent that all buildings look the same Do incorporate culture into designs,
- HIMDAG, once you know the meaning you won’t need preferences
- River, cactus
- Cacti
- Colors that represent land, people, habitat etc. Patterns and shapes that symbolize the culture. Use of our natural resources i.e., river, rock, sand, stone, etc.
- Updated tradition and customs or preferences
- Efficient use of land, minimize look of foreign intrusion
- Cultural values, sensitivity
- Akimel designs to tell a story
- Land marks, tribal seal, natural colors tribal arts and crafts



Question: Please describe a specific design idea you’d like to see incorporated into future development. (e.g., pattern, color, shape, form).

Responses:

- To leave as is due to only a handful of people (family) who do get monies from the leased area – not all community members get any which causes non-culture/traditional to mean anything due to “we are rich” attitude.
- Red and Brown colors and steel metal colors
- Through access to freeway, light industrial, earth tones, traditional colors, patterns
- Would lean towards shape and form
- I am not Frank Lloyd Wright
- Circular types, basket designs, imbedded rock, native, material should be native

RESPONSE TO DESERT CLIMATE

SHADE



Shade on walkways



Shade on windows



Shade on outdoor areas



Shade at entries

HOW IMPORTANT IS IT TO INCLUDE SHADING IN THE DESIGN?

Very Important
(place voting dot here)

48

Somewhat Important
(place voting dot here)

4

Not Important
(place voting dot here)

0



Space between buildings



Special event areas



Outdoor seating

Water features



OUTDOOR SPACES

HOW IMPORTANT IS IT TO INCLUDE OPEN SPACE AND USEABLE OUTDOOR SPACES IN THE DESIGN?

Very Important
(place voting dot here)

50

Somewhat Important
(place voting dot here)

1

Not Important
(place voting dot here)

0

LANDSCAPE

WHICH DESIGN APPROACH DO YOU PREFER?



Lush, tropical landscapes and
turf areas?

4



Native and arid adapted trees
and shrubs?

42

WHICH DESIGN APPROACH DO YOU PREFER?



Formal rows and organization
of shrubs and trees?

7



Informal arrangement of shrubs
and trees?

43

WHICH MAINTENANCE APPROACH DO YOU PREFER?



Plant growth controlled by
frequent pruning?









15









Plants allowed to grow with
minimal pruning?

33

INCORPORATING PUBLIC ART

HOW IMPORTANT IS IT TO INCLUDE PUBLIC ART IN THE DESIGN?					
Very Important (place voting dot here) 27		Somewhat Important (place voting dot here) 5		Not Important (place voting dot here) 0	
	Good reflection of cultural values	Poor reflection of cultural values		Good reflection of cultural values	Poor reflection of cultural values
	25	5		19	13
	22	9		20	10
	13	14		35	1
	9	10		24	7

USING APPROPRIATE MATERIALS, COLORS AND PATTERNS

	Good use of materials, colors and patterns. 23	Poor use of materials, colors and patterns. 9		Good use of materials, colors and patterns. 24	Poor use of materials, colors and patterns. 8
	Good use of materials, colors and patterns. 11	Poor use of materials, colors and patterns. 22		Good use of materials, colors and patterns. 27	Poor use of materials, colors and patterns. 3
	Good use of materials, colors and patterns. 20	Poor use of materials, colors and patterns. 13		Good use of materials, colors and patterns. 16	Poor use of materials, colors and patterns. 14

SIGNAGE

HOW IMPORTANT IS IT TO CONTROL THE SIZE AND NUMBER OF SIGNS IN COMMERCIAL AREAS?

Very Important (place voting dot here) 40	Somewhat Important (place voting dot here) 7	Not Important (place voting dot here) 0
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LIGHTING

HOW IMPORTANT IS IT TO PROTECT THE DARK SKIES BY REGULATING LIGHTING IN COMMERCIAL AREAS?

Very Important (place voting dot here) 37	Somewhat Important (place voting dot here) 13	Not Important (place voting dot here) 0
--	--	--



Focus Group Meetings and Interviews

In addition to the Community Workshops and Questionnaires, input on the Zoning Ordinance and Design Guideline Update was solicited through a series of meetings with different focus groups, selected individuals, existing organizations and with Tribal departments and divisions. These meetings provided information about the project to the various participants and enabled the ZODU staff to receive direct input on problems related to the current Code and recommendations for revisions.

The following is a list of the focus group meetings, one-on-one interviews and the external and internal outreach meetings, followed by a brief summary of the key information obtained from those meetings.

Focus Group Meetings:

Cultural Focus Group on October 26, 2009

Developer Focus Group on November 19, 2009

Land Owner Focus Group on November 19, 2009

External Outreach Meetings:

District Council (Councilman Leonard) on: September 16, 2009

Youth Council on: September 23, 2009

Land Management Board on: September 28, 2009

Casino Management on November 24, 2009

Internal Outreach Meetings:

EPNR on September 30, 2009

ECS on October 1, 2009

EDD on December 4, 2009

EPNR on December 10, 2009

ECS on January 6, 2010

Public Works on January 7, 2010

Fire Department on January 26, 2010

One-on-One Interviews:

Russell Ray on October 6, 2009

Harold Jones, ECS, on November 23, 2009

David Fordon on December 1, 2009

Scott Palmer, SRMG, on December 8, 2009

Bruce Dyer, SRMG on December 14, 2009

Ron Reimer, ECS, on December 15, 2009

Ivan Makil on January 5, 2010

Cultural Focus Group Meeting:

The Cultural Focus Group consisted of Sane Anton, Kelly Washington, Helema Andrews and Anita Rivers.

The meeting focused on topics relating to culturally influenced design and sustainable traditions. Some tribal symbols, such as the Man-in-the-Maze is being use inappropriately. Petroglyphs are not seen as an appropriate symbol or pattern for paving areas, etc. Developers need to use symbols carefully and not overuse them. Future development should not introduce design elements that are not a part of the Pima and Maricopa culture. Buildings should reflect and blend with the landscape. Sustainability and being in harmony with the desert is important. Landscaping is very important.

The ZODU staff would like to continue to meet with the Cultural Focus Group to review specific development standards and design guidelines as the project progresses.

Developer Focus Group

Ten people participated in the Developer Focus Group, representing Devco, Ross Brown, Pinnacle Development, DeRito Partners, Alter Group and Odysea. The discussion included specific thoughts and comments related to the nature of future development in specific portions of the Mixed Use Commercial lands. Developers expressed their vision of the North Area as an “Entertainment District” anchored by the Casino and adjacent high-end shopping. Unique signage, public transit linking various attractions, shared parking and compact development were other ideas for the North Area. Developers saw the Central Area as an employment corridor with offices, ground floor retail, and tall buildings to take advantage of visibility from the freeway. Developers envision entertainment and retail in the Southwest Area with a hotel critical to the success of Casino Arizona at McKellips. Developers expressed concern with some of the restrictive provisions of the Code and the Lease Agreements. Some developers also stated their desire for flexible signage regulations. Lastly, the developers expressed their strong agreement with the need to “brand” the area using culturally appropriate design and for the need to provide additional cultural attractions and activities that help draw businesses and visitors to the area.

Land Owner Focus Group

Thirty-six people attended the Land Owner Focus Group meeting. A power point presentation on the ZODU project was given and participants asked questions, filled out Questionnaires and placed voting dots on different Design Exhibits. Most of the discussion involved answering questions about the General Plan, Zoning Ordinance and Design Guidelines. People were interested in the purpose of these documents and the policies they contain. Several individuals were very interested in the concept of culturally responsive design and provided the ZODU staff with insights on the significance of culturally significant patterns, words, symbols and animals.

The land owners provided input by completing the Questionnaire. These results are tabulated and included in this report in the discussion on the Questionnaire.

District Council (Councilman Leonard)

Council man Leonard hosted a meeting for interested members of the Community to learn about the ZODU project and to provide input to the ZODU staff. Seven people attended the meeting in which the General Plan and the current Zoning Ordinance was discussed. Current development along the freeway was also discussed. A detailed list of the comments received is provided in the Appendix to this report. Generally, people expressed their approval of current development along the freeway, as long as it did not encroach into residential areas. Traffic was a concern. Several people also expressed their desire to have future development offer incentives or give preference to Tribal members.

Casino Management Meeting.

The ZODU staff met with Jon Jenkins, President & Chief Executive Officer, Russ Burbank, Senior Vice President and Chief Operating Officer, and Patricia Tate, Vice President and Chief Financial Officer.

The Casino management expressed their support for the concept of an “Entertainment District” in the North Area and their desire to allow buildings with more than three stories in height around the Casino at McKellips Road. They see high quality, resort type development near the Talking Stick Hotel and a “Club” type of development around Casino Arizona at McKellips.

They also stated that retail shops would be a good use of land adjacent to the two casinos. Improved transit service is an important issue because many of their employees use the Valley Metro system even though it does not stop at the Casinos. In the long run, they see the need for regional transit such as light rail or bus rapid transit to serve the employment and commercial areas along the freeway.

Internal Outreach Meetings

ZODU staff conducted a series of internal outreach meetings with various Tribal departments and divisions. These meetings were held with the Economic Development Department, Environmental Preservation and Natural Resources Department, Engineering Construction Services and Public Works. These meetings gave the ZODU staff an opportunity to hear about any concerns with the current code and any ideas about how the current code could be improved. Most notably, there were comments about how the current code is outdated and obsolete. Several meetings discussed how the project review process and internal coordination could be improved so that project schedules and construction costs were not affected. Participants were very supportive of the project and they recognized the need for an updated ordinance and Design Guidelines. Notes from the various internal outreach meetings are included in the Appendix to this report.

One-on-One Interviews

A series of one-on-one interviews were held in order to solicit input on the ZODU project. These meetings were very informal and the subject matter varied greatly. Notes from the various one-on-one interviews are included in the Appendix to this report.

Appendix A:

Community Outreach Process:

1. Three (3) Community-wide Workshops held on:
 - a. November 3, 2009 at Salt River Community Center (18 participants)
 - b. November 12, 2009 at Lehi Community Center (no participants)
 - c. November 14, 2009 at Two Waters Cafeteria (35 participants)
 - d. Total number of Participants: Approximately 53
2. Four (4) Senior Breakfasts held on:
 - a. Introducing the Project Lehi Senior Breakfast
 - b. Introducing the Project Salt River Senior Breakfast
 - c. October 7, 2009 at Salt River Community Center (Presentation and Questionnaire)
 - d. November 4, at Lehi Community Center (Presentation and Questionnaire)
 - e. Total number of attendees: Approximately 35 at each meeting
3. Seniors Bus Tour of Study Area on December 7, 2009 (11 participants)
4. Salt River High School Student Workshop held on: November 5, 2009 (25 participants)
5. Exhibitor at Tribal Housing Conference held on: September 19, 2009
6. Exhibitor at Tribal Safety Fair held on: October 8, 2009
7. Stakeholder Group Outreach Meetings:
 - a. District Council (Council Member Leonard) Meeting held on: September 15, 2009 (6 participants)
 - b. Youth council Meeting , (no quorum, rescheduled)
 - c. Youth Council Meeting held on: September 23, 2009
 - d. Cultural Focus Group on October 26, 2009
 - e. Focus Group on November 19, 2009 (8 participants)
 - f. Developer Land Owner Focus Group on November 19, 2009. (36 participants)
 - g. Casino AZ Management on November 24, 2009
 - h. Salt River Materials Group Scott Palmer December 8, 2009 and Bruce Dyer December 14, 2009
 - i. Salt River Development and Asset Management Company (DEVCO) on January 20, 2010
 - j. Salt River Business Owner Association February 16, 2010
8. Government Stakeholder Outreach Meetings:
 - a. LMB Land Management Board September 28, 2009
 - b. EPNR (re: Va Shla ay) on September 30, 2009
 - c. ECS on October 1, 2009
 - d. ECS (Harold Jones) on November 23, 2009
 - e. EDD on December 4, 2009
 - f. EPNR (Tom Wright) re Archaeological Resources on December 10, 2009

- g. ECS (Ron Reimer, Engineering Project Manager, re street and drainage standards on December 15th, 2009
 - h. EDD on December 21, 2009 (Sustainability Presentation)
 - i. ECS on January 6 2010
 - j. Public Works on January 7, 2010
9. Miscellaneous Interviews and Meetings:
- a. Russell Ray on October 6, 2009
 - b. David Fordon, Solana Group, on December 1, 2009
 - c. Ivan Makil, Generation Seven Inc. on January 5, 2010
10. Stakeholders Advisory Group Meetings on:
- a. October 15, 2009
 - b. December 1, 2009 (preceded by bus tour of study area)
 - c. January 19, 2010
 - d. Scheduled monthly thereafter

Input Tools used at various meetings as deemed effective:

- PowerPoint Presentation
- Breakout Group Discussions
- Questionnaire
- Mapping Exercise
- Visual Preference Exercise
- One-on-One interviews
- Maps with pertinent information to facilitate discussion
- Group meetings held to discuss issues and possible improvements to code.

A Sheet of Map Labels (8-1/2" x 11") was given to each Workshop participant.

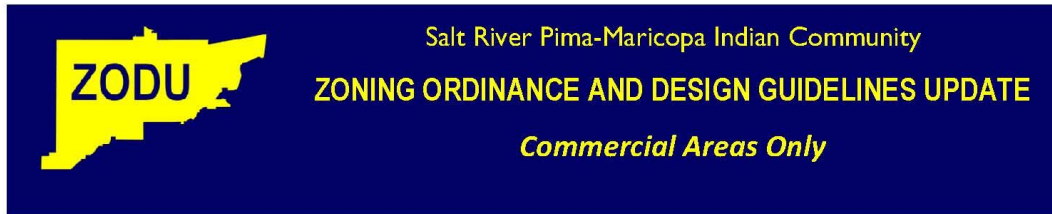
Place The Land Use Tag On The Map In The General Area Where You Think It Would Be Good For That Use To Be Developed.

Draw A Red Line Through Any Use You Think Would Not Be Good For An Area And Place The Tag On The Map Where You Think It Would Not Be Good For That Use To Be Developed.

OFFICE / SERVICES	INDUSTRIAL	INDUSTRIAL
MEDICAL / DENTAL	WAREHOUSING	WAREHOUSING
BIOTECH RESEARCH	LIGHT INDUSTRIAL	LIGHT INDUSTRIAL
AUTO SALES & SERVICE	MANUFACTURING	MANUFACTURING
ENTERTAINMENT	SMALL RETAIL SHOPS	SMALL RETAIL SHOPS
RESTAURANT	LARGE RETAIL STORE	LARGE RETAIL STORE
HOTEL / VISITOR ACCOMMODATIONS	TOWN-HOME, CONDO, APMT	TOWN-HOME, CONDO, APMT
PARK / PLAZA OUTDOOR AREAS	FARMER'S MARKET OUTDOOR MARKET	FARMER'S MARKET OUTDOOR MARKET
Use The Blank Labels Below To Write A Use You Think Would Be Good To Be Developed And Place The Tag On The Map In The General Area Where You Think It Would Be Good. (draw A Red Line Through The Label If You Think The Use Would Not Be Good)		



Appendix C: Questionnaire



Please answer the following questions:

AREA ONE: NORTH OF THE AZ CANAL

What kind of uses would you like to see in this area?



Are there uses you would **not** like to see developed in this area? If so, what are they?

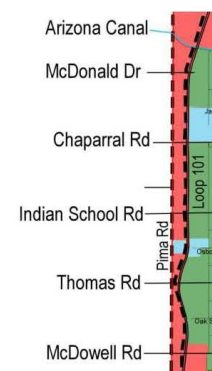
Yes	No
-----	----

Would you like to see future development within ¼ mile of the Casino enhance/complement Casino activities?

Yes	No
-----	----

AREA TWO: CENTRAL AREA

What kind of uses would you like to see in the **Central** area?

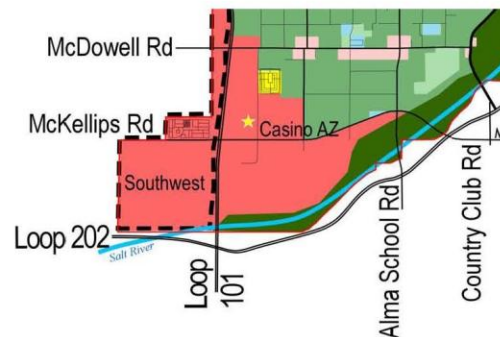


Are there uses you would **not** like to see in this area? If so, what are they?

Yes	No
-----	----

AREA THREE: MCDOWELL ROAD

What kind of uses would you like to see in the McDowell Road area?



Are there uses you would not like to see in this area? If so, what are they?

Yes	No
-----	----

AREA FOUR: CASINO ARIZONA AT MCKELLIPS AND 101 FREEWAY

Would you like to see future development within ¼ mile of the Casino enhance/complement the Casino activities?

Yes	No
-----	----

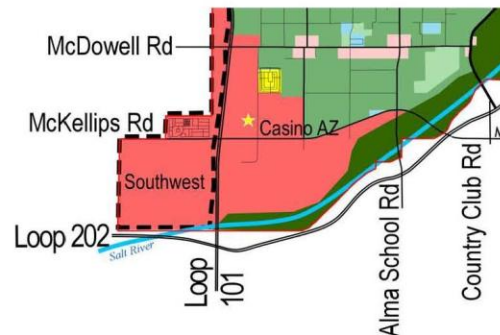
What kind of uses should be developed in the area around the **Casino Arizona**?

Are there certain uses you would **not** like to see developed in this area? If so, what are they?

Yes	No
-----	----

**AREA FIVE: MCKELLIPS ROAD, EAST OF THE 101
FREEWAY AND SOUTH TO THE RIVER**

How should the area be used, developed or restored after the sand and gravel mining operation is completed?



Are there uses you would **not** like to see developed in this area? If so, what are they?

Yes	No
-----	----

Currently, the area is zoned mostly for Industrial uses. Should there be a continued emphasis on industrial uses in this area?

Yes	No
-----	----

**AREA SIX: SOUTHWEST CORNER OF COMMUNITY
(McKellips Road west of the 101 Freeway)**

What kind of uses should be developed in the **Southwest corner of the Community?**

Are there uses you would **not** like to see in this area? If so, what are they?

Yes	No
-----	----

Should buildings in this area be allowed to be more than 6 stories (over 80') and with more intensity (similar to Tempe across the River)?

Yes	No
-----	----

7. Would you allow an Amusement Park and/or Amusement Rides?

Yes	No
-----	----

8. Would you allow self-storage facilities?

Yes	No
-----	----

9. Would you allow heavy industrial uses (manufacturing, processing)?

Yes	No
-----	----

10. Would you allow Biological Research facilities (for cloning, animal research, stem cell, drug research)?

Yes	No
-----	----

11. Would you allow condos or apartment units above commercial buildings, only for the community members?

Yes	No
-----	----

Any other comments?

Rate this workshop – circle one. 5 is best: 1 2 3 4 5